

I claim:

- 1. Advertising device placed in a customer field of vision distinguishing by the a reflective substrate executed in form of advertising symbols the contours of which are occupied by the means of their contrast distinction which comprise methods of their presentation to customers and such matters as light, colors and medium or any combination of these methods and matters as well.**
- 2. Advertising device after p.1 distinguishing by advertising symbols which are represented the images of products, any object thematically related with them, trade mark or any element of it.**
- 3. Advertising device after p.1 distinguishing by a reflective substrate representing the products of phytodesigners and florists at artistic design of interiors and garden and park areas, for ex. swards, flower-beds, grass-plots.**
- 4. Advertising device after p.1 distinguishing by a reflective substrate which may present any structural elements of building objects, for ex. windows, doors, arches, gates, sections of fence.**
- 5. Advertising device after p.1 distinguishing by a reflective substrate which represents an object of small architecture, for ex. basin, advertising post or poster.**
- 6. Advertising device after p.1 distinguishing by a reflective substrate which may present an object of graphic arts, for ex. leaflet, placard, advertisement, postcard, booklet, calendar.**
- 7. Advertising device after p.1 distinguishing by a reflective substrate which may present any of the identification or individualization means, for ex. information**

cards of different materials among them plastic bank cards, visiting cards, lottery tickets.

8. Advertising device after p.1 distinguishing by a reflective substrate which may present packing products, for ex. packing paper, packets, bags, boxes, big and small bottles.

9. Advertising device after p.1 distinguishing by a reflective substrate which may present decorative elements of clothes and head dresses, jewelry and bijouterie, for ex. buttons, pendants, earrings, bracelets, rings, crowns, diadems.

10. Advertising device after p.1 distinguishing by a reflective substrate which may present the articles of domestic utensils and implements, for ex. crockery, towels, carpets, blankets.

11. Advertising device after p.1 distinguishing by a reflective substrate which may present the appliances of exterior observation or exterior mounting, for ex. weather-cocks, clocks, locators, dish aerals.

12. Advertising device after p.1 distinguishing by a reflective surface of substrate which is executed as capable to create the genuine reflection of customer.

13. Advertising device after p.1 distinguishing by a reflective surface of substrate which is executed as capable to create a comic image of customer.

14. Advertising device after p.1 distinguishing by presence of recording and replaying audio units in it's structure.

15. Advertising device after p.p.13,14 distinguishing by presence of video unit included in it's structure to record and display the customer reflection or his comic image

16. Advertising device after p.p.13,14 distinguishing by presence of photographic appliances and camera included in it's structure to take photos of a customer and his (her) comic image.
17. Advertising device after p.16 distinguishing by fitting of video recording block into reflective substrate.
18. Advertising device after p.16 distinguishing by fitting of photo camera into reflective substrate.
19. Advertising device after any of p.p. 13, 15 - 18 distinguishing by adjustment of audio, video and photo equipment for automatic start according to specific parameters.
20. Advertising device after p.19 distinguishing by the specific parameter which is a level of sound, for ex. of laugh.
21. Advertising device after p.19 distinguishing by the specific parameter which is a leg of time.
22. Advertising device after p.19 distinguishing by the specific parameter which is an apparition of customer in a spot where his genuine or comic depiction becomes possible.